RJ REYNOLDS
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
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JULY, 98
DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

To:	RJR Account #: #332880 MR. D. GINSBURG KEY STORES FAX #: (717) 828-5950	CC:	162208
		CC:	

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/A

	DESCRIPTION
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$1,344.64	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
14	NO. OF DISPLAYS ON CUSTOMER LIST
$56.00	PACKING PAYMENT ($14.00 X 4 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # N/A

	DESCRIPTION
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
16	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST. CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:
PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:
- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
JACKPOT.DOC

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BPEN55B2   WORKPLAN VAP TEMPLATE LISTING

WHOLESALER   : 332880 KEY STORES CO., INC. <DIRECT>
TEMPLATE   : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162229	184495	COUNTRY PEDDLER	MAIN STREET	LAKE HARMONY	PA	18624	1				(717)722-0860
162208	162220	777228	BEER SUPER	223 SPRING ST	WILKES BARRE	PA	18702	6			CIG	(717)823-8788
162208	162220	185163	MALS SMOKE SHOP	247 S MAIN ST	WILKES BARRE	PA	18701	1				(717)825-0833
162208	162224	776727	RUMINSKIS GROC	825 S PROSPECT ST	NANTICOKE	PA	18634	6			CIG	(717)735-2627

PAGE BREAK TOTAL ACCOUNTS   4   TOTAL QUANTITY   14

TEMPLATE TOTAL ACCOUNTS   4   TOTAL QUANTITY   14

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We're Giving Customers
A Million Good Reasons
To Stop By Your Store
In September.
Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

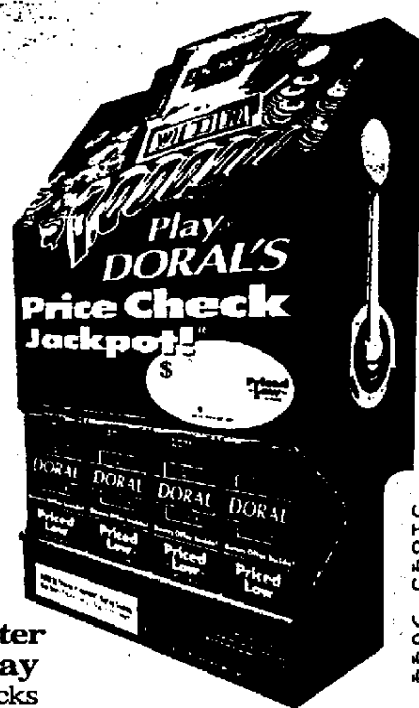Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.

Easel Card
w/Entry Forms

Wobbler

Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet   Cigarette/Tobacco Store Outlet
Small Paster   Large Paster
                                     Banner
                                     Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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